VOLUSIA CAREER ACADEMY

MARKETING WORKSHEET FOR 2010- 2011

Academy Name: \_\_\_Academy of Simulation and Robotics

High School: \_Mainland HS

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| **STANDARD 12: MARKETING MAXIMUM POINTS = 5** | |
| CRITERIA/DOCUMENTATION: Marketing activities promote academy awareness; *a total of 3 activities=3 pts; 4 activities= 4 pts; 5 activities= 5pts* | POINTS |
| Required: Academy must have alumni association | No, see below |
| Required: High School Showcase | Yes |
| Open House Invitation with agenda | Yes |
| Newsletter | No |
| Brochures, flyers and printed copies of electronic marketing materials | Yes |
| Academy t-shirt and/or uniform dress to identify academy members | Yes |
| Academy logo | Yes |

How do you keep in contact with your academy alumni? Please list any web page addresses that may apply.

We are currently graduating our 1st senior class.

Student generated web site for Botball project, <http://917fm.dnsalias.com/MainlandRobotics>

ASR information is linked to school webpage,

<http://www.acmtmhs.org/indexbb.html>

How are you preparing for the \*High School Showcase Event (County-wide marketing event held at the Volusia County Fairground)?

Brochure of Academy, school has tri fold display, will bring examples of student work, students will help work the booth and provide their experiences.

Letter of introduction to rising freshman